

**RESOURCES & TOOLS****YOUTH AND COMMUNITY ENGAGEMENT**

Summer Content

Activities

- Advocate Against Youth Targeting
- POS Scavenger Hunt
- Tobacco Retailer Nation
- Walking Tobacco Audit
- Focus on Big Tobacco: A Point of Sale Photovoice Project
- Super Secret Bonus Activity



Advocate Against Youth Targeting

This activity is best suited for

Age Group: 6th - 8th grade

Number of Participants: 2-6 per game

Preparation Time: 1-2 weeks

Activity Duration: 1.5-2 hours

Materials: Printed activity materials, poster board, colored pencils/pens/markers, stickers/push pins/glue/tape for visual display

Cost: \$0-\$20

Best suited for: Indoor educational setting (school or youth group)

**This guide is intended for youth group leaders.*



GAME 1: MEMORY MATCH



<p>1</p>	<p>2</p>	<p>3</p>
<p>1</p>	<p>2</p>	<p>3</p>
<p>4</p>	<p>5</p>	<p>6</p>
<p>4</p>	<p>5</p>	<p>6</p>

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GAME 2: ACTIVITY SHEET



Strategies

(A) Youth Appeal

Tobacco products or advertisements placed near candy or other products that appeal to youth. Colorful packaging and marketing and cheap prices are often used.

(B) Ad Placement

Tobacco ads placed near ads or products marketed toward youth

(C) Product Placement

Tobacco products placed near candy or other products that appeal to youth

(D) Youth Eye Level

Tobacco products placed at youth eye level

(E) Power Wall

Lining a wall or shelf with tobacco products



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Change- Presented by Reality Check

POS Scavenger Hunt



This activity is best suited for

Age Group: 8th - 12th grade, College

Number of Participants: Teams of 2-3

Preparation time: 1 week or less

Activity Duration: 1-2 hours

Materials: Scavenger lists, store lists, pens, clipboards, camera

Cost: \$0-\$50

Best suited for: This activity can be easily adapted to suit the needs of groups based on their level of familiarity with POS, age, mobility, and technological savvy. Generally it is most successful with middle school (with chaperones), high school or college aged youth groups who can easily access stores (either by walking or driving).